National Student Media Convention

S Social event

OCTOBER 22 • WEDNESDAY			
4:00pm – 7:00pm		**Registration Check-in Open** Pick up your bag and badge early.	Crestone Ballroom (3rd floor)
6:00pm – 7:00pm	S	**Student Welcome Reception** Meet other student attendees and get ready for a great convention.	Crestone Ballroom (3rd floor)

[B] BEA [K] Breakout session [C] Cybercast [R] Roundtable [S] Social event

OCTOBER 23 • THURSDAY

8:00am – 6:00pm

Exhibitor Hall and Registration Open — Crestone Ballroom (3rd floor)

Visit the exhibitors, participate in the Cybercast, pick up badges/bags or just hang out a bit!

8:30am – 8:55am

K **Conventioning 101: Your first convention?** — Cripple Creek 2 (2nd floor)

Speakers: Anabella Poland, Riley Yonchiuk

Conferences and conventions are a huge part of many careers in broadcasting, and this might be your very first one. Learn how to make the most of it. From planning your schedule, to networking opportunities, to how to get to know the exhibitors, this session will cover everything you need to know to make the most of this convention and future conventions.

9:00am – 10:00am

K **Don't Sell My License: Staying Relevant at Your University** — Cripple Creek 2 (2nd floor)

Speakers: Christopher Keppler, Jasen Sokol

College radio stations have become easy targets for administrators who need to slash budgets and heard that radio is dead! There are ways that students and advisors can put up a fight before they have to.

9:00am – 10:00am

K **Music Programming in an On-Demand World** — Crystal Ballroom C (3rd floor)

Speakers: Matt Stockman

Streaming services and on-demand playlists have changed the way people listen to music, but radio still offers a unique space for discovery, curation, and connection. This session explores strategies for programming music to attract and hold listeners, and creating "radio only" moments that drive fans to your station rather than just another algorithm.

9:00am – 10:00am

K **Screenwriting Fundamentals** — Crystal Ballroom B (3rd floor)

President, UINDY Studios, University of Indianapolis

Veteran Writer-Producer Rick Dunkle (Criminal Minds/Deputy) presents the basics on writing for the screen — finding a great premise; developing stand-out characters; the fundamentals of scene structure, and how to execute your script in a timely — and coherent — fashion. Rick breaks down everything you need to know to get that great idea out of your head and onto the page!

9:00am – 10:00am

K **The Art of the Interview** — Crystal Ballroom A (3rd floor)

Ryan Warner, Senior Host, Colorado Matters, CPR News and KRCC

Ryan shares lessons he's learned about the art of the interview from a 30-year career. Come for the riveting audio samples. Stay for Q&A after.

9:00am – 10:00am

K **Vintage Radio Revolution: Teaching Modern Broadcasting through Old School Radio** — Cripple Creek 1 (2nd floor)

Speakers: Sarah Everett, Lacey Fulton

Sarah Everett, Faculty Adviser, WESS, East Stroudsburg University

Lacey Fulton, Faculty Adviser, WCUC, PennWest Clarion

Devin Heffernan, MA, Graduate Assistant, East Stroudsburg University

The session will cover the experiences of the presenters in utilizing Radio Theater as a way to teach broadcasting skills. With the use of recorded broadcasts from the Vintage Radio collection at East Stroudsburg University, students are learning how to utilize analog broadcasting techniques like reel-to-reel conversion and broadcasting through CDs. While other programs, like the audio recording program at Indiana University of Pennsylvania and the Radio Practicum course at East Stroudsburg, use the process of writing, recording, and mastering radio dramas as a way to teach the production process of broadcasting. In each of these experiences, students are able to apply older technology and skill mastering to modern radio environments. The proposed session will cover the process of teaching these courses and adapting to the ever changing radio and broadcast education market.

9:00am – 10:00am

R **Roundtable: Web-only Radio Stations** — Quartz (2nd floor)

Speakers: Rodger Smith

Learn from student leaders and faculty advisers of web-only radio stations about the plusses and minuses of programming and promoting a web-only radio station on your campus. Learn ways to get your station noticed on campus.

10:15am – 11:15am K **Beyond the Booth: Careers and Innovation in the New Audio Industry** Cripple Creek 1 (2nd floor)

Speakers: Rockie Thomas

The world of radio and streaming audio has transformed far beyond the DJ booth. From automation and analytics to licensing and ad tech, today's audio industry blends creativity with technology in exciting ways. This session pulls back the curtain on what happens behind the stream—how modern platforms like Live365 and SoundStack power thousands of stations—and explores the growing range of careers that make it possible.

Students will gain insight into how traditional broadcasting skills translate to the fast-changing audio tech world, how innovation is reshaping music discovery, and what the future looks like for anyone passionate about sound, storytelling, and community.
You'll get clear, actionable takeaways on finding your audience, understanding top-to-bottom content marketing, and defining your mission. You won't just leave inspired—you'll leave ready to make an immediate impact.

10:15am – 11:15am K **Building a Sports Broadcasting Career** Crystal Ballroom B (3rd floor)

Speakers: Jack Corrigan

Jack Corrigan, Play-by-Play Announcer, iHeartMedia

Sports broadcaster and author Jack Corrigan has been doing live sports for more than 40 years, covering the Cleveland Indians (now the Guardians), the Cleveland Cavaliers and for the last 23 years, as the radio announcer for the Colorado Rockies. Learn how to best prepare for your future broadcast career by studying multiple sports and practicing your skills preparing and calling different games, and how to make your style and voice your own no matter what you're broadcasting.

10:15am – 11:15am K **Leveraging All Your Platforms** Crystal Ballroom A (3rd floor)

Speakers: Pat Janssen, Allison Lukas

Allison Lukas, Music Director, WSUM, University of Wisconsin Madison
Johnny Raider, Production Director, WSUM, University of Wisconsin Madison
Pat Janssen, Adviser KWSC-TV and The Wayne Stater, Wayne State College

You make excellent content — why not package it to fit all platforms at your disposal? Learn how to turn your radio show into a podcast, blog post, video, and social media post all in one go.

10:15am – 11:15am K **Radio in the Digital Age** Cripple Creek 2 (2nd floor)

Speakers: Cari Kates, Emilio Nunez-Garcia

Micah Goldberg, SVP/Market Manager, Audacy Denver (KALC, KQMT, KQKS, KAMP)
Cari Kates, Director of Digital Content, Pillar Media
Emilio Nunez Garcia, Digital Sales Manager, Audacy Denver
Allison Spetalieri, Director of Sales, Audacy Denver

Radio can connect with a local audience in very meaningful ways, but it can also go so far beyond that into the digital space. We will cover how radio stays relevant and how audio has experienced a renaissance through podcasts, social, and connected devices. In addition, we'll cover topics like what the business looks like today vs five years ago and what we think it will take to be successful five years from now.

10:15am – 11:15am K **Visual Storytelling** Crystal Ballroom C (3rd floor)

Speakers: Noah Cooper

Anne Herbst, Director of Visual Journalism and Development, KUSA-TV 9NEWS

Anne Herbst, one of the most decorated visual storytellers in the country, shows how to gather video/sound in the field and edit it together to create compelling stories.

10:15am – 11:15am R **Roundtable: Advisers Only** Quartz (2nd floor)

Speakers: Cam Stone

From handling technical problems to managing student staffs to dealing with administrators who don't really understand what you do, advisers have a unique set of challenges. Who better to discuss them with than other advisers? In this unstructured session, you can exchange ideas and seek solutions from your fellow advisers. This adviser-only roundtable is open to faculty/staff advisers only — no students and no vendors.

11:30am – 12:30pm K **Airwaves & Algorithms: Signaling a New Era in Broadcast Advertising** Cripple Creek 2 (2nd floor)

Speakers: Linds Jordan, Bruce Trujillo, Jay W Roth

Linds Jordan, Senior Media Director, Heinrich Marketing

John Dobson, Senior Account Director, Cactus

Alicia "Bruce" Trujillo, Jefa, Manos Segrados

Moderator: Jay Roth, Jay Roth Creative

Broadcast media is evolving—from traditional TV and radio to streaming, podcasts, and connected platforms—and advertising is evolving with it. Join a panel of Colorado advertising leaders (Creative, Media, and Account Directors) as they answer student-driven questions about how agencies integrate broadcast into modern campaigns, what skills employers value, and where the future of cross-platform storytelling is headed. An interactive, candid conversation designed for students preparing to enter the advertising industry.

11:30am – 12:30pm K **Creating Community, Engagement and Fun within Your Organization** Crystal Ballroom B (3rd floor)

Speakers: Nama Pandey, Tess, Laura Duncan

In this session, we'll discuss multiple approaches from three different college stations about how to retain your active members and keep them engaged. We'll discuss ways to engage your station staff and volunteers off the air through social activities, participation tracking and more to help you keep your favorite DJs (all of them) engaged and involved all year long.

11:30am – 12:30pm K **Critical Consumption of Information** Cripple Creek 1 (2nd floor)

Speakers: Andrew Bock

As the media and information landscape continues to evolve, it is increasingly important for you—whether you're interested in media studies, journalism, or communication—to develop a well-rounded understanding of how we arrived at this point, what changes have occurred, and where we might be headed in the future.

We will explore the role of media today, the significant impacts of AI, and how you can shape its future direction.

11:30am – 12:30pm K **How to Talk to the Music Industry and Get What You Want** Crystal Ballroom A (3rd floor)

Speakers: David DeKeyser

Exhibitors: Eva Papp

How does your music director connect with the right people to send the right music? Can your DJs share what they play publicly? Is it possible for your program director to shape the voice for a station? And why is it so tough sometimes to do all of that? Learning the ways to better connect with your audience, musicians, and the wider music industry is a responsibility and need of any station, and you should know about the ways you can easily and quickly do just that. Join this panel to find out just how important that work is and chat through ways you can simplify and publicize it with services like Spinitron and others.

11:30am – 12:30pm K **Rise and Shine: Why Morning Shows Are Your Fast Track to Radio Success** Crystal Ballroom C (3rd floor)

Speakers: Nicole Passero, Vincent Picone, Ben Capp, Nina Blanco, Rash Vinakota

Think morning radio is just coffee talk? Think again. Commercial morning shows traditionally dominate station revenue – which is why recruiters hunt for talent with morning show experience. This session shows student broadcasters how to build that experience on college radio.

Learn how to launch a morning show that builds real audience engagement and demonstrates professional skills to future employers. We'll cover making the case for morning programming at your college station, plus developing the discipline and on-air presence that sets you apart in the job market.
Whether your station runs morning programming or you're trying to convince them to start, you'll leave with a roadmap for building morning show experience that makes recruiters take notice.

11:30am – 12:30pm R **Roundtable: Passing the Torch: Managing Smooth Leadership Transitions in Student Media** Quartz (2nd floor)

Speakers: Riley Yonchiuk

In college radio and student media, leadership turnover is inevitable, but it doesn't have to reset your station. This roundtable explores how to manage transitions between outgoing and incoming staff to ensure smooth operations. Discussion will focus on training new leaders, maintaining clear communication, preventing information loss, and sharing additional strategies developed by the group.

12:00pm – 1:00pm C **Cybercast: KANM, Texas A&M University** Crestone Ballroom (3rd floor)

Student-hosted broadcast shifts from the convention floor! Tell your friends to tune in and listen here!

1:00pm – 2:00pm C **Cybercast: KWSC, Wayne State University** Crestone Ballroom (3rd floor)

Student-hosted broadcast shifts from the convention floor! Tell your friends to tune in and listen here!

2:00pm – 3:00pm B **BEA session: Unleashing Infinite Creativity: How to Curate a Virtual Production Curriculum with XR/AI Tools** Redstone

Speakers: Rene Amador

In this workshop, we examine work created with modest XR/AI studio setups, demonstrating how educators can simply, quickly and inexpensively incorporate this exciting new technology into their curriculum, developing students' marketable skills for virtual production, now a standard approach in the industry.
Once a tool solely used by film directors and cinematographers, virtual production has quickly become a tool for visualization across a wide swath of sectors: sports, history, marketing, communications, media & PR, broadcasting, film, performance and more. And it is well suited to interdisciplinary initiatives like STEAM.

Moreover, virtual production market penetration has accelerated due to advancements in large language models (LLMs) and generative artificial intelligence (genAI/AI), which increase ease of use and speed. In this session administrators, too, can learn how best to adjust budget allocations and future-proof their institution's value proposition.

With the ability to create cinematic 3D backdrops in seconds that depict any era and place that exists or can be imagined, educators can now integrate these real-time tools into the flow of their classroom with a simple setup. The software runs on a normal Windows or MacOS laptop/PC, can be controlled through a smartphone, with the illusion displaying on a projector, 4KTV, or dedicated XR stage.

2:00pm – 3:00pm B **BEA session: What AI Can't Do: Staying relevant in the classroom while making AI a useful tool** Aspen A/B

Moderators: Tony DeMars

Speakers: Cle Cousins, Kevin Swift, Augie Grant, Alan Eno

This panel will take a deep dive into Artificial Intelligence with a focus on what AI cannot do and how we, as educators, can make it a useful tool without allowing ourselves to become irrelevant in the classroom. The panel is very diverse in areas of teaching (journalism, broadcast/video production, podcasting, new media technology) and will offer many different perspectives on how AI is changing the professional world, how we teach, what students need to learn and how to remain credible in the next generation. We will discuss what AI cannot do and how our teaching focus needs to shift. We will offer a comparison to the growth of the internet in the 1990's and smart phones a decade later, both of which led to predictions of the demise of broadcast news and broadcast productions. On the contrary, television stations learned how to work WITH the internet and phone apps, making them powerful tools, as opposed to being replaced. How can we do the same with AI? The goal of the panel is not to feed the audience with inflexible answers and solutions, but to create a conversation about this topic and discuss some of the following questions: ~Are we continuing to teach broadcast in a way that most benefits the students? ~How can we do better and make the education experience we offer what they need? ~What can AI do that will make the professional world better/easier? ~What can AI not do and how should we approach teaching these elements in order to make our students stand out in the job market? ~Where are we likely going with AI as it relates to teaching in the next 1-5 years? With the diverse background of this panel, we will spark a lively conversation that touches on many elements of this growing topic. We are hoping that those in attendance can take away some solid teaching tips as we learn to work with this new element of society, broadcast and broadcast education.

2:00pm – 3:00pm K **How Journalists Should Use AI** Crystal Ballroom B (3rd floor)

Speakers: Noah Cooper

Noah Cooper, Senior Content Recruiter

Misty Montano, Digital Content Director, KUSA-TV, 9NEWS

TEGNA Senior Content Recruiter and KUSA journalist TBA lead a discussion on how AI can make journalists more efficient and what to watch out for when using AI

2:00pm – 3:00pm K **Improv for Broadcasters** Crystal Ballroom A (3rd floor)

Speakers: Chris Aurilio

Chris Aurilio, Director of Production Facilities, WSOU and SHU TV, Seton Hall University

This workshop presentation brings CBI members a sample of comedic improv theatre training specifically geared toward enhancing your skills on camera, into the microphone, and even behind the scenes. Through fun, energetic group exercises, each participant will walk away with new ways to expand their creativity, come out of their shells, and make strong choices. This is a quick version of what's taught in a professional improv course that will still explore important ideas such as the power of "Yes, and."

2:00pm – 3:00pm K **Setting Up for TV Baseball** Cripple Creek 1 (2nd floor)

Speakers: Steven Sandberg

Steven Sandberg, General Manager, Orange Media Network, Oregon State University

Ready to broadcast baseball for your campus TV station, but don't know how to set it up? This session will show you the essential camera placement, gear, and most importantly, how to follow and direct the game. We'll show examples from professional major league broadcasts and show how you can replicate the setup at your own schools using only four cameras.

2:00pm – 3:00pm K **Smarter, Not Harder: Using AI for Killer Audio and Social Content** Crystal Ballroom C (3rd floor)

Speakers: Dan Hardee

Dan Hardee, Brand Manager, Audacy

Step into the future of broadcasting with this session that shows how AI can transform the way you prep and deliver content. Learn how to use ChatGPT to condense long news stories into punchy, on-air bullet points, craft commercial copy that actually sounds human, and generate fresh imaging ideas that cut through the noise. Whether you're building a break, a promo, or a social post, you'll see how AI can save time, spark creativity, and help you sound bigger, sharper, and more connected than ever.

2:00pm – 3:00pm C **Cybercast: WVCW, Virginia Commonwealth University** Crestone Ballroom (3rd floor)

Student-hosted broadcast shifts from the convention floor! Tell your friends to tune in and listen here!

2:00pm – 3:00pm R **Roundtable: Promoting Local Artists and Live Events** Quartz (2nd floor)

Speakers: Nayab Warach, Caspar Ibarra, Erika Almquist

KANM is well known for our concerts highlighting local bands. We also host our own recorded sessions called "library sessions," with award winning production that "rivals NPR's Tiny Desk." College radio is all about promoting your local scene! How are you working with student musicians at your university and putting on amazing concerts while staying in Student Affairs' good graces? Let's share and discuss our experiences and ideas!

2:00pm – 4:30pm K **I'm In Charge. Now What?!** Cripple Creek 2 (2nd floor)

Speakers: Steven Hames, Jamie Lynn Gilbert

Steven Hames, Viking Fusion Advisor, Berry College

Jamie Lynn Gilbert, Associate Director of Student Media and Station Adviser, WKNC 88.1 FM HD-1/HD-2, North Carolina State University

Sarah Hernando, General Manager, WKNC 88.1 FM HD-1/HD-2, North Carolina State University

You've become a manager at your student-run media outlet. Congratulations! In this double-length session you'll learn about getting started in a leadership role, writing job descriptions, setting goals and running effective meetings. The second half will dive into managing conflict, organizational diversity, delegation and time management. Learn everything you need to be know to be a station or general manager.

3:00pm – 4:00pm C **Cybercast: WRFL, University of Kentucky** Crestone Ballroom (3rd floor)

Student-hosted broadcast shifts from the convention floor! Tell your friends to tune in and listen here!

3:15pm – 4:00pm B **BEA session: Industry Insights with Justin Sasso** Aspen A/B

Speakers: Justin Sasso

The media industry is undergoing rapid transformation as companies adapt to changing technologies, audience habits, and regulatory environments. This session offers a look at current trends impacting radio and television and will explore how these developments are reshaping traditional broadcast careers and content strategies.

3:15pm – 4:15pm K **Building a Broadcast Training Program** Crystal Ballroom A (3rd floor)

Speakers: Asher Korn, Sage Willis, Kelsey Brannan, Nathan Jahn

Before cracking the mic, hosts not only need to know the ins and outs of broadcast, but what it means to be part of your station. From station culture to FCC rules to technical skills and beyond, this session will focus on how to build a training program that sets your hosts up for success.

3:15pm – 4:15pm K **Navigating the Hollywood Landscape** Crystal Ballroom B (3rd floor)

Rick Dunkle, President, UINDY Studios, University of Indianapolis

Hollywood Veteran Rick Dunkle (University of Indianapolis) teaches you exactly how he went from flipping burgers in an Indiana town of 16,000 residents to writing and producing for one of the most successful and longest-running franchises in television history (Criminal Minds). He'll tell you what to do to get there, what not to do to stay there, and how to pull yourself back up if you stumble along the way.

3:15pm – 4:15pm	K	**The Truths and Myths of Radio Sales in 2025** *Speakers: Jessica Farias, Zandi Wilcox, Kim Johnson, John Owens, Micah Goldberg* As a student, you may have a perception about media sales that may not be accurate. Join this panel of radio sales pros as they provide an inside look at the business side of radio, breakdown the myths about salespeople and showcase the career opportunities that exist in this ever-changing industry.	Cripple Creek 1 (2nd floor)
3:15pm – 4:15pm	K	**Working with Your Administration** *Speakers: Pat Janssen, Warren Kozireski, Jasen Sokol* *Jasen Sokol, Director, WJCU 88.7 FM, John Carroll University* *Sean Ahern, Adviser, KWSC-FM 91.9 The Cat, Wayne State College* *Pat Janssen, Adviser, KWSC-TV and The Wayne Stater, Wayne State College* *Warren Kozireski, General Manager Emeritus, 89.1 The Point, SUNY Brockport* Every college media outlet has to deal with the administration at its university. Knowing how to develop and navigate those relationships can help your outlet get what it needs from the university and prevent major issues when problems arise. In this session, you'll learn strategies for keeping good relationships with university leaders and how to avoid common pitfalls that lead to issues with administrators.	Crystal Ballroom C (3rd floor)
3:15pm – 4:15pm	R	**Roundtable: Covering the Big Moments in Sports** *Speakers: Joe Morales* *Joe Morales, Sports Play-by-play announcer, WSOU, Seton Hall University* Discuss with other live broadcasters how to act, and what to say and what not to say while a huge moment is taking place in a sports event on the air.	Quartz (2nd floor)
4:00pm – 5:00pm	B	**BEA Membership Update & Open Forum: Governance & Association Initiatives** *Speakers: Jennifer Meadows* This session offers an overview of current BEA initiatives and governance developments. A central focus of this session will be a discussion regarding BEA President Jennifer Meadows' charge to the Governance Committee on the restructure of the BEA Board of Directors. The committee has been asked to explore a new Board structure, one that moves beyond the current district-based model to better represent and serve BEA's 19 Interest Divisions. Attendees are invited to share feedback, ask questions, and join the conversation as BEA considers and plans for this important transition. Whether you're currently involved or just getting started with BEA, this is an opportunity to connect, contribute, and learn what's ahead.	Aspen A/B
4:00pm – 5:00pm	C	**Cybercast: KWTS, West Texas A&M University** Student-hosted broadcast shifts from the convention floor! Tell your friends to tune in and listen here!	
5:00pm – 7:00pm	S	**Swag Swap Social** Bring your media outlet's pens, key chains, stickers and T-shirts to swap at this opening night social event. Network with your peers while scoring free stuff. No swag? No problem! Come and get promo ideas and vendor suggestions so you'll be ready for next year. Age-appropriate beverages and food provided on a first-come, first-served basis.	Sky Curtain Lobby

[B] BEA [K] Breakout session [C] Cybercast [R] Roundtable [S] Social event [P] Special event

OCTOBER 24 • FRIDAY

8:30am – 6:00pm

Exhibitor Hall and Registration Open — Crestone Ballroom (3rd floor)

Visit the exhibitors, participate in the Cybercast, pick up badges/bags or just hang out a bit!

9:00am – 10:00am B

BEA session: Double Duty Curricula: When Courses Become GenEds — Aspen A/B

Speakers: Stacey O. Irwin, Jennifer Meadows, Lowery Woodall

Most universities have general education requirements that all students must fulfill, regardless of their major. These requirements often include media and communication courses, which can become quite popular for non-majors. Increasing pressures in the higher education sector have prompted academic leadership to reassess general education curricula, potentially leading to course redistribution, revision, and reapproval. These double-duty courses also typically require assessing student learning objectives for both curricula, balancing seat capacities, and addressing other issues related to curricular balance. Three faculty members will share their experiences teaching classes that serve this dual purpose.

9:00am – 10:00am B

BEA session: Instructing Employable Visual Story Telling Skills for Live Production Environments — Redstone

Moderators: Matt Peschau

As BEA & CBI affiliated schools and instructors help students level up their visual storytelling & presentation skills every day for live production environments, this session will focus on how educators are empowering their students to learn employable, team-based creative & operational skills leveraging industry-standard real-time motion graphics systems & other related storytelling tools. Best practices and specific university case study examples for various live event, sports, studio & other production applications will be presented followed by an open Q&A.

9:00am – 10:00am K

Digital Accessibility for Student Media — Crystal Ballroom A (3rd floor)

Speakers: Jamie Lynn Gilbert

Student Media tends to be a very welcoming place that values diversity, but is the content you are creating accessible to people with disabilities? In this session, learn how to treat digital accessibility the same as physical accessibility to comply with the Department of Justice's new digital accessibility standards as they apply to websites, podcasts and social media. Specific topics include audio/video transcripts, descriptive link text, alt text, color contrast and color blindness.

9:00am – 10:00am K

Fueling Excitement for Small School Athletics through Social Media — Cripple Creek 1 (2nd floor)

Speakers: Owen Close, Jasen Sokol, Nikolena Samac, Vincent Picone

Social media is a powerful tool for small schools to expand their reach and strengthen community engagement with athletics. By creating intentional and engaging content, you can showcase achievements, highlight events, and build a sense of excitement that extends into and beyond campus. These strategies aren't limited to sports or broadcasting—they can be applied across any program or organization seeking to grow its engaged audience. Through this panel, we will explore how to use social media as a business tool to help stations and organizations connect more effectively with the communities they serve.

9:00am – 10:00am K

Run the Gauntlet: Musician Engagement that Drives Listener Loyalty — Crystal Ballroom C (3rd floor)

Speakers: Eva Uribe

Nate Jefferies, Engineer, Aggie Radio 93.4 KBLU-LP, Utah State University

Max Murray, General Manager, Aggie Radio 93.4 KBLU-LP, Utah State University

Eva Uribe, Music Manager, Aggie Radio 93.4 KBLU-LP, Utah State University

When a band visits Aggie Radio 92.3 KBLU-LP, they don't just play a set — they run a Gauntlet. This student-developed process captures every opportunity to build listener connection and long-term engagement, from recording custom liners and interviews to taking Polaroid photos for the station wall. We pair each band with a hand-picked track to tag their liner, archive their visit, and make them part of the station's story. In this session, student leaders from Aggie Radio will break down the workflow, tools, and creative decisions that make the Gauntlet successful — and show how your station can adopt and adapt similar strategies. Whether you're trying to stand out in a crowded media landscape or simply want to elevate artist relationships, this session offers a practical, repeatable approach.

9:00am – 10:00am K **Where Journalism, Broadcasting and Theatre Converge** Cripple Creek 2 (2nd floor)

Rick Dunkle, President, UINDY Studios, University of Indianapolis

University of Indianapolis Media Program Director Rick Dunkle leads an interactive discussion on how to bridge your performance arts, media production, and writing programs into a synergetic, creative outlet for students to find and express their voice while inspiring positive changes in their community and beyond.

9:00am – 10:00am K **Winning Trust and Funding: How Student Media Can Build Stronger Relationships with Student Government and Organizations** Crystal Ballroom B (3rd floor)

Speakers: Kevin Webb

Kevin Webb, Director of Leadership, Student Involvement, Utah State University

John Zsiray, Student Media Program Coordinator, USU Student Media, Utah State University

Student media organizations — whether radio stations, newspapers, or creative agencies — often depend on student government or campus fee committees for funding and recognition. Yet these relationships can be complicated by misunderstandings, political tensions, or unclear communication. This session is designed for student media leaders looking to improve collaboration with student government and other purse-string holders without compromising their editorial or creative independence. We'll cover how to advocate for your value, explain your role clearly, and set expectations early. Real-world examples and practical tools will help your organization build more strategic, productive partnerships.

9:00am – 10:00am R **Roundtable: TV/Video Production** Cripple Creek Foyer (2nd floor)

Speakers: Steven Hames

Steven Hames, Viking Fusion Advisor, Berry College

Producing television shows and videos can be challenging. Meet with advisers and staffs of other stations to discuss and share your thoughts on best practices and challenges in television and video production. Topics may include pre- and post-production challenges, studio and field shooting, cameras, media format and more.

10:00am – 11:00am C **Cybercast: WSUM, University of Wisconsin-Madison** Crestone Ballroom (3rd floor)

Student-hosted broadcast shifts from the convention floor! Tell your friends to tune in and listen here!

10:15am – 11:15am B **BEA session: Faculty Creative Competition Best of Show Showcase** Aspen A/B

Moderators: Michael Bruce

Speakers: Darren Sweeney, Marty Lang, Rex Jones, Rajeev Naidu

Join our 2025 Faculty Creative Competition Best of Show winners as they showcase their work and talk about their creative processes.

Audio Competition - Ma Jia Xian Oppa Version; Rajeev Naidu, San Francisco State University
Documentary Competition - The Color of Conservation; Rex Jones, Mississippi State University
Film & Video Competition - Stay With Me; Marty Lang, Mississippi State University
News Competition - How A Solar Eclipse Impacts Weather; Darren Sweeney, Central Connecticut State University

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10:15am – 11:15am B **BEA session: Fulbright???** Redstone

Moderators: Dom Caristi

Speakers: Glenda Balas, William Davie

With all the government budget cuts, does Fulbright still exist? This session will answer your questions about the uncertainty of the Fulbright program. Perspectives will be provided from three multiple-Fulbright grantees, with lots of opportunities to have your questions answered. Dom recently completed his semester-long Fulbright (his third) in Slovenia. Bill completed an academic year in Malaysia last year. Glenda has done two Fulbrights in Canada. We hope to be able to provide guidance and advice for application and completion of a successful Fulbright, the world's premier academic exchange program, which has been in place for more than 70 years.

10:15am – 11:15am K **How to Get Your First Journalism Job** Crystal Ballroom C (3rd floor)

Speakers: Marissa Solomon, Noah Cooper

Noah Cooper, Senior Content Recruiter, TEGNA

Janelle Finch, Reporter, KUSA-TV 9NEWS

Austin Ford, Producer, KUSA-TV 9NEWS

Emma Ferguson, Producer, KUSA-TV 9NEWS

Shellee Schwartz, Producer-in-Residence, KUSA-TV 9NEWS

Marissa Solomon, Multi-platform Producer, TEGNA

TEGNA Senior Content Recruiter Noah Cooper shares his advice on how to land jobs right out of school in journalism, including his best-in-class Producer-in-Residence and Reporter-in-Residence programs with TEGNA. Early career superstar journalists for KUSA share how they got their first jobs and their promotions shortly after they got hired.

10:15am – 11:15am K **Keep Your Underwriting Copy Legal** Crystal Ballroom A (3rd floor)

Speakers: Seth Williams

Commercial companies can be a great source of funding for non-commercial stations. Explore the fine line between those concepts and learn the dos and don'ts of program underwriting announcements. Keep your sponsors happy without the risk of fines.

10:15am – 11:15am K **Self-care for Journalists: Stay healthy, Stay in News!** Crystal Ballroom B (3rd floor)

Speakers: Anne P. DePrince, Anastasiya Bolton

Crime reporter Anastasiya to manager, "I need a break from death, please." Manager, "Coroners deal with death all the time." Anastasiya (burned out and frustrated), "I didn't go to school to be a coroner." It is our responsibility to grow the number of journalists, including management, who understand the profound, negative emotional impact of their work, know science-based coping strategies to not only survive, but thrive in this profession. Aspiring journalists need to know what they're getting into and coping mechanisms as well, so they're not surprised, burn out and quit. Give them the tools to succeed.

10:15am – 11:15am K **Sink or Swim: Advising Students When the Pressure is On** Cripple Creek 1 (2nd floor)

Speakers: Steven Sandberg

Steven Sandberg, General Manager, Orange Media Network, Oregon State University

When deadlines loom and pressure is on students, this is the moment for the adviser to find the balance between losing the show and losing the lesson. This session will give real-life examples of supporting students in the thick of it while keeping student control.

10:15am – 11:15am K **Sports Radio Playbook + Your Fingerprint = Success!** Cripple Creek 2 (2nd floor)

Speakers: David Tepper

Dave Tepper, Program Director, KOA | Network Director, Denver Broncos & Colorado Rockies Radio Networks

Radio is Dead! No, it's not — But audio and entertainment careers are increasingly competitive, and your unique personality and versatility is the key to your success! We'll discuss what it takes to get your sports radio career started, get opportunities to advance, and reach your dreams of sports radio success!

10:15am – 11:15am R **Roundtable: Managing a Radio Station with College Classes** Cripple Creek Foyer (2nd floor)

Speakers: Chris Heite

Let's discuss time management and how to manage school work with the work required to lead a radio station. Learn from each other what it takes to be a good leader and a successful student.

11:00am – 12:00pm C **Cybercast: WIKD, Embry-Riddle Aeronautical University** Crestone Ballroom (3rd floor)

Student-hosted broadcast shifts from the convention floor! Tell your friends to tune in and listen here!

11:30am – 12:30pm B **BEA session: Not Your Ordinary Study Abroad: Out-of-the-Box Experiences and Extraordinary Outcomes** Aspen A/B

Moderators: Darren Sweeney

Speakers: LaDonna Aiken, Melissa Greene-Blye

Study abroad isn't new to higher education—but when schools embrace innovation in location and pedagogy, the results can be transformative. Whether it's taking students beyond traditional platforms (print, broadcast, multimedia) or teaming up across departments, unconventional approaches can dramatically boost student résumés and set programs apart from the competition. This panel explores how both small and large programs are thinking outside the box to create standout experiences. One example: Our small journalism department partnered with the history faculty for a 10-day immersive trip to Brazil. Working with a local university for translation and logistics, our students produced a half-hour news magazine—filmed on location in the Brazilian rainforest. That project earned us our first Crystal Pillar award (often referred to as the "college Emmy"), beating out powerhouse programs like BU and Northeastern. We'll also highlight how dividing instruction—such as separating journalism and technical training among faculty—can help maintain quality control on fast-moving, high-stakes projects. I will share how a student from our Olympic coverage project in Paris is now being considered for an NBC Sports opportunity at the next Games. These interdisciplinary, hands-on experiences are demanding for both faculty and students, but the payoff can be enormous: national recognition, award-winning portfolios, and career-launching opportunities.

11:30am – 12:30pm B **BEA session: On-Location Top Research Session** Redstone

Moderators: Victor Evans

Speakers: Darrell Roe, Hussein Battah

***The Chosen One: Messianic References in Speeches and News Coverage of Three U.S. Presidents*; Darrell Roe, Eastern New Mexico University & Dr. Shaheed N. Mohammed, Penn State Altoona**

Religious references have been a feature of United States political discourse and presidential speeches throughout the history of the country, despite notions of a separation of church and state emanating from the so-called "establishment clause" of the First Amendment to the US Constitution (Bennett, 2013). Academic investigations have examined religious and messianic language in speeches by American presidents, including Franklin D. Roosevelt, John F. Kennedy, Ronald Reagan, George Bush and Donald Trump (Chapp, 2013; Chapp & Coe, 2019; Hughes, 2019; Shevchuk & Shevchuk, 2018, Zenou, 2020). Meanwhile, popular media coverage has also focused on religious and messianic language in presidential campaigns and speeches. The present study references political messianism (including notions of a divinely appointed hero leading followers to a promised destiny) in discourses involving presidential candidates and incumbents.

***The Shift to Visual News Consumption: Exploring Egyptian Users' Motivations, Behaviors, and Perceptions of News Values, Credibility, and Recognition on Instagram as a news Source*; Hussein Battah, American University in Cairo**

With the evolution of visual social media such as Instagram, news consumption and dissemination became different, focusing on Visual and Graphic content. With the current political and social-economic challenges in Egypt and the region, such as The war in Gaza and the Egyptian economic crisis, the need for simple and immediate news updates became essential. Instagram has now satisfied that need among various users, specifically youth. This paper explores how consuming news over "Instagram" has influenced Egyptian users' perception of News Values and their definition of what to consider news. The paper studies how several sources on Instagram have influenced users' perceptions of trust and how social cues on Instagram affect users' perceptions of the content. Employing the Uses and Gratifications theory as well as the News Values theory, this study surveyed online news consumers in Egypt where (N=225) respondents participated; the aim of the survey is to test the Egyptian online news consumers' habits when consuming news over Instagram and to test how it affected their perception of News Values, News Recognition, and Trust. The survey should that Egyptian online users' news values did not change, while their perception of what to be considered as news is affected by news consumption and engagement on Instagram.

11:30am – 12:30pm K **AI in Adobe Premiere, Audition and More** Cripple Creek 2 (2nd floor)

Speakers: Sean McDonald, John Morris

Artificial Intelligence is having a impact on the entertainment industry. The plethora of Adobe products are including new AI with each update. In the session, you will learn about some of the news AI in both Adobe Audition and Premiere Pro as well as a quick look at some other Adobe programs.

11:30am – 12:30pm K **Alternate Routes: Navigating Your Media Career Through Industry Shifts** Crystal Ballroom B (3rd floor)

Speakers: Thomas Kaminski

Tom Kaminski, Helicopter Reporter and Photojournalist, NewsCopter 7, WABC-TV New York /Total Traffic and Weather Network/iHeart Media

Terrie Carr, Former PD for WDHA/Beasley Media

Change is constant across the media landscape. But how do you prepare for the moment(s) when those changes catch up to YOU? How do you continue to connect with your audience and create compelling stories? I'll tell you about how I shifted to television news after my multi-decade radio career suddenly ended. I'll also speak about my experience covering the events of 9/11 from my perch in the WCBS-AM helicopter and how that led to narrating a section of the audio tour at the 9/11 Memorial and Museum.

11:30am – 12:30pm K **Beyond the Hype: Practical, Responsible AI Integration in Student Media** Cripple Creek 1 (2nd floor)

Speakers: Steven Hames

Brian Carroll, Ph.D., Professor of Communication, Berry College

Steven Hames, Viking Fusion Advisor, Berry College

Think of generative AI as a newsroom intern that never sleeps, complains, or tells you they need to run to class. This presentation seeks to help student media and their advisors responsibly integrate and collaborate with AI without crossing the line into cognitive offloading or lazy outsourcing. Specific topics and tasks will include story ideation, interviewing and transcription, fact-checking, headline optimization, info graphic creation, and podcasting. An emphasis will be placed on practical applications that do not compromise editorial integrity.

11:30am – 12:30pm K **Saving Your College Radio Station's History** Crystal Ballroom A (3rd floor)

Speakers: Jennifer Waits

Jennifer Waits, Assistant Curator, Digital Library of Amateur Radio and Communications (DLARC) and Co-chair, College, Community and Educational Radio Caucus of the Library of Congress' Radio Preservation Task Force

College radio has a rich history, dating back more than a century. Are you working to preserve and archive your station's materials? You might be surprised by the items that are of interest to researchers and historians. Multiple efforts are underway to help college radio stations preserve both audio as well as paper artifacts from the past and present. In this session, we'll share resources that are available from the Library of Congress' Radio Preservation Task Force and from the Internet Archive's Digital Library of Amateur Radio and Communications (DLARC). This session will include ample time for questions and we'd love to hear about the gems lurking in your radio station's shelves and file cabinets.

11:30am – 12:30pm K **The Future of Journalism** Crystal Ballroom C (3rd floor)

Speakers: John Owens

Kyle Clark, Anchor, KUSA

John Owens, Associate Professor and Faculty Adviser, BearCast Media, University of Cincinnati and CBI Vice President

Riley Yonchiuk, Program Director, WIUP-FM, Indiana University of Pennsylvania and CBI Student Representative

KUSA main anchor Kyle Clark answers questions from moderator/CBI Vice President John Owens and students about the future and importance of journalism. Kyle hosts the most innovate local TV news show in the country title Next with Kyle Clark M-F at 6 p.m. in Denver and is known across the country as a passionate pursuer of the truth in his role as the top journalist at KUSA.

11:30am – 12:30pm R **Roundtable: Raising Voices: Women in College Sports** Cripple Creek Foyer (2nd floor)

Speakers: Lauren Reese

Lauren Reese, Sports Director, WSOU, Seton Hall University

"How can women make sure they are listened to in this male-dominated field?" "How can women hold their own, specifically as leaders, in these fields?" Let's discuss the tenacious and decisive mindset she must have, dismissal of her imposter syndrome, as well as the importance of distributing and receiving respect in the workplace.

12:00pm – 1:00pm C **Cybercast: WIUP - Indiana University of Pennsylvania** Crestone Ballroom (3rd floor)

Student-hosted broadcast shifts from the convention floor! Tell your friends to tune in and listen here!

1:00pm – 2:00pm C **Cybercast: WLOY, Loyola University Maryland** Crestone Ballroom (3rd floor)

Student-hosted broadcast shifts from the convention floor! Tell your friends to tune in and listen here!

1:30pm – 2:30pm B **BEA session: Do You Hear What I Hear?: Best Practices for Teaching Audio in an Introductory Production Course** Redstone

Speakers: Scott McHugh, Aaron Almashy

Training tomorrow's anchors, field reporters, and studio technicians demands more than a general 'Audio 101' course. Broadcast programs face the added pressure of live deadlines, budget restrictions, and cross-department collaboration. This panel brings faculty from television, radio, and live-streaming curricula to share proven methods for embedding professional broadcast audio practices into introductory courses. Topics include scaffolding lessons around the entire air-chain, from mic choice to transmitter; incorporating podcast work; and working with software programs like Adobe Audition.

1:30pm – 2:30pm B **BEA session: The Donald and Lorena Meier Wildlife Television and Photo Symposium: Focus, Frames and Films: Where Natural Light Shapes the Spirit of Nature and Life** Aspen A/B

Moderators: Greg Luft

The Donald and Lorena Meier Television and Photo symposium is a joint project of the Broadcast Education Association, Colorado State University and the Donald and Lorena Meier Foundation. Starting in the 1960s, Donald and Lorena Meier created and produced the first Mutual of Omaha's Wild Kingdom television series, a prime-time program starring Marlin Perkins and Jim Fowler, among others. The Meiers also produced the Zoo Parade at Chicago's Lincoln Park Zoo. This symposium honors the Meiers and all media producers who emphasize wildlife appreciation and conservation through films, photography and online media.

Presentations:

Precision and Passion in Wildlife Photography. Michael Madrid traveled all over the world in his role as Senior International Sports Director for USA Today Sports Images. But Madrid's true passion often plays out close to home, where he spends most of his free time photographing raptors, waterfowl, and mammals along the front range and in the Rocky Mountains of Colorado.

Thinking Like an Animal: Connecting Students to Wildlife via Filmmaking. Joe Brown is an Associate Professor at the University of Denver who students in wildlife media. He emphasizes strategies for introducing non-science students to wildlife filmmaking, traditional wildlife photography and experimental work. The concept of "umwelt" – an animal's sensory environment, is introduced and used as a starting point for wildlife films. All films in this presentation have been produced by University of Denver students.

The Role of Conservation in Environmental and Wildlife Resilience. In this session, Rex Jones, Assistant Professor of Broadcast & Digital Journalism at Mississippi State University, shares insights from his Best of Show–winning documentary *The Color of Conservation* (2025). He explores narrative choices, production techniques, and the positionality of wildlife on screen, especially species beyond the familiar charismatic megafauna, while offering practical strategies for both professional practice and classroom teaching.

Outside Science, Inside Parks: a Student Producer's Perspective. Samantha Demers just transitioned to a role as a high school multimedia teacher in Brighton Colorado after earning bachelor's and master's degrees at Colorado State University. While at CSU, Demers worked as a filmmaker for a series set in national parks across the U.S. The results of the work often included impacts of active conservation efforts on the health of wildlife and environment.

2:00pm – 3:00pm K **Cover crime? You need to hear this: Victim-first, trauma-informed reporting** Crystal Ballroom B (3rd floor)

Speakers: Anastasiya Bolton, Coni Sanders

Anastasiya Bolton, recovering crime reporter. Coni Sanders, a licensed professional counselor and the daughter of the late William "Dave" Sanders, the heroic teacher who sacrificed his life to save numerous students during the Columbine High School mass shooting. Coni's personal journey had driven her commitment to mental health advocacy. Beyond her clinical work, Coni is a sought-after national speaker on the topic of High-Profile Grieving.

2:00pm – 3:00pm K **How to Leverage Events to Market Your Customers** Cripple Creek 2 (2nd floor)

Speakers: Lindsey Bruntz

Lindsey Bruntz, Marketing Specialist/Bobstock Music Festival, Media Logic Radio

Through this session participants will gain insight into the strategic use of local events and partnerships to promote businesses effectively. This presentation is tailored for sales professionals eager to learn more about utilizing community engagement to enhance their marketing efforts. Attendees will learn from the speakers firsthand experience from the successful Bobstock Music Festival, an annual event her company hosts. The session will explore real-world examples of how local events can serve as powerful platforms for customer engagement and brand promotion.

2:00pm – 3:00pm K **Play Music on Your Radio Station? Make Sure You're Following the Law: Broadcasting and Webcasting**

Speakers: Karyn Ablin Crystal Ballroom A (3rd floor)

Are you a web-only station? Or a terrestrial station that also streams online? Are you using music in podcasts or other on-demand content? Learn how to be sure your music licensing is covered online to avoid potential fines.

2:00pm – 3:00pm K **The Studio Method** Cripple Creek 1 (2nd floor)

Rick Dunkle, President, UINDY Studios, University of Indianapolis

Former TV Producer Rick Dunkle (Criminal Minds) showcases how implementing the Hollywood studio model to your broadcast and digital content entities can improve efficiency, foster cross-disciplinary collaboration, and better prepare students for a professional world where media organizations demand cross platform creative content output in order to succeed.

2:00pm – 3:00pm K **You Can Do the Job ... Now it's Time to Get the Job** Crystal Ballroom C (3rd floor)

Speakers: Doug Bell, Matt Fine

Matt Fine, Associate Professor of Practice and Executive Producer, Owl Sports Update, Temple University

Doug Bell, Co-president, Colorado Society of Professional Journalists

So often, young media professionals are excellent at doing the job. But standing out can be challenging. We will discuss the best ways students can use college/internship experience to stand out when being interviewed for a job. It starts with knowing the type of questions students will be asked, and it ends with how to craft answers that best highlight their skills and background. This session is good for any college student, no matter their professional focus.

2:00pm – 3:00pm C **Cybercast: WMSC, Montclair State University** Crestone Ballroom (3rd floor)

Student-hosted broadcast shifts from the convention floor! Tell your friends to tune in and listen here!

2:00pm – 3:00pm R **Roundtable: Updating Broadcast Courses for the On-demand Media Age** Cripple Creek Foyer (2nd floor)

Speakers: Rodger Smith

With the increasing popularity of on-demand media, and the lesser popularity of traditional broadcasting, how are you developing your curriculum to keep your students prepared to join this new job market? Join this round table to share ideas and learn how your fellow instructors are including production for on-demand media into their curricula.

2:45pm – 3:45pm B **BEA session: Framing Values, Democratic Backsliding, and Political Polarization** Redstone

Moderators: Yianna Kariotis

Speakers: JC Barone, Jessica Anderson Schofield, Gayane Torosyan

This panel session investigates the evolving role of both traditional and digital media in reinforcing ideological divides, distorting political discourse, and contributing to democratic erosion. Drawing on interdisciplinary research in media studies, political communication, and global case studies, the session addresses three interconnected yet distinct areas: "Two Americas: Contrasting Television News Coverage" An examination of how major television news outlets—Fox News, CNN, and MSNBC—frame political issues such as patriotism, protest, and dissent through language, tone, and visual cues. Emphasis and visual framing are explored as tools that reinforce partisan identity and deepen affective polarization, looking at how media emphasis and preference framing shape public opinion, often functioning as misinformation or soft disinformation, and discuss the implications for democratic norms and civic understanding in an era of increasing distrust in mainstream media. "Hateful Misinformation and Democratic Backsliding" Focusing on historical and contemporary examples, this research examines how targeted disinformation campaigns exploit racial, ethnic, and religious divisions to incite hatred and erode democratic institutions. Case studies from democratic societies—including the U.S., India, Brazil, the Netherlands, and South Africa—will demonstrate how democracies are not immune to the propaganda mechanisms that historically preceded mass atrocities. The panel will argue that unchecked disinformation poses a growing threat to democratic stability and human rights globally. "News Framing, Disinformation, and the Dynamics of Political Polarization" An exploration on how algorithm-driven social media platforms amplify polarizing content and disinformation, shaping public discourse through agenda-setting and identity salience. Drawing from recent scholarship on media literacy, complexity theory, and psychological inoculation, panelists will propose strategies to build resilience against misinformation. The session will highlight initiatives in “prebunking,” civic engagement, and media education as practical tools to counteract polarization and support a healthier democratic information ecosystem. Together, the panelists offer a comprehensive and global view of how framing, polarization, and disinformation interact—and how communication scholars and educators can respond through research, pedagogy, and public engagement. This session invites media professionals and academics to reflect on their role in fostering an informed and resilient democratic society.

2:45pm – 3:45pm B **BEA session: Jumping into the Game with Netflix, Amazon Prime and Apple+: Academic Streaming Platforms** Aspen A/B

Moderators: Steve Weiss

Speakers: MacKenzie Umberger, Ryan Crist

This panel focuses on the grassroots effort to design, build and launch a university streaming platform at Colorado State University called Ram+. Faculty and students describe the process and programming that has been successful since the launching of the university's streaming platform. www.ramplus.tv

Steve Weiss, CSU Master Instructor and Special Projects Coordinator

Ryan Crist, CSU Instructor and Video Producer

Emma Hildner, Ram+ Promotions and Social Media Student Coordinator

MacKenzie Umberger, Ram+ Student Showrunner

3:00pm – 4:00pm C **Cybercast: SUNY New Paltz** Crestone Ballroom (3rd floor)

Student-hosted broadcast shifts from the convention floor! Tell your friends to tune in and listen here!

3:15pm – 4:15pm K **Ask the Broadcast Lawyers** Crystal Ballroom C (3rd floor)

Speakers: Karyn Ablin, Seth Williams

Attorneys practicing broadcast and copyright law will be available to answer your questions concerning FCC rules, regulations and practices, as well as intellectual property and copyright laws that affect broadcasting. This is strictly a question-and-answer session, so come prepared with your questions.

3:15pm – 4:15pm K **Cleveland Doesn't Rock: WCSB vs CSU** Cripple Creek 2 (2nd floor)

Speakers: Alison Bomgardner, John Devecka, Liam Main

Have you heard about what's going on at WCSB in Cleveland? Get the full details from students who found out on World College Radio Day that their university had signed an operating agreement to end student and community programming and their signal had become the new home of JazzNEO. Learn more from the students actually going through this right now, the support they're getting from their community and the crisis management skills they've had to learn on the fly over the past few weeks.

3:15pm – 4:15pm K **Connect, Collaborate, Create: Radio as a Campus and Community Nexus** Crystal Ballroom B (3rd floor)

Speakers: Iris Berkeley, Jasen Sokol

Iris Berkeley, General Manager, KVCU, University of Colorado Boulder

Jasen Sokol, General Manager, WJCU John Carroll University

Zack Stiegler, Faculty Advisor, WIUP, Indiana University of Pennsylvania

Connection is central to our work in college radio. Connections with audiences, staff, and financial supporters might often be at the forefront of our minds, but a number of other avenues are vital to college radio's health and survival. In this session, Faculty Advisors and General Managers share their experiences and strategies for establishing and maintaining connection and community across a number of valuable contexts. This includes enhanced connections between campus stations and curriculum, non-curricular relationships with academic units, student athletics, university administration, local government, and other area media outlets. Specific topics will include curricular development in radio production and podcasting, leveraging stations' podcasting and audio production as a resource across campus, and connecting to the off-campus community. The ultimate goal for this session is for participants and audience members to exchange ideas and resources that will establish and strengthen various forms of connection to better position our stations for success on campus and in the community.

3:15pm – 4:15pm K **Is Radio Dead?** Crystal Ballroom A (3rd floor)

Speakers: Sarah Hernando, John Owens

Sarah Hernando, General Manager, WKNC 88.1 FM HD-1/HD-2, North Carolina State University

John Owens, Associate Professor and Faculty Adviser, BearCast Media, University of Cincinnati and CBI Vice President

In the age of algorithms, AI, and streaming giants, college radio stations face the daunting task of building and engaging with their audience. To stay alive, it's critical to develop creative content and programming that push the boundaries of radio as well as events that involve the community both on and off campus. In this session, we will discuss innovative strategies that break through the noise and remind listeners why college radio matters.

3:15pm – 4:15pm K **Navigating Relationships with Community DJs** Cripple Creek 1 (2nd floor)

Speakers: Conner

Conner Clifton, Assistant Director of Student Media, KTRU-LP, Rice University

We're used to dealing with students, but what about folks from the community? Let's discuss the special relationships stations have with DJs who aren't affiliated with the university and how best to manage them. Open to advisors and students!

3:15pm – 4:15pm R **Roundtable: Mental Health** Quartz (2nd floor)

Speakers: Caitlin Russell

Caitlin Russell, Station Manager, KLSU, Louisiana State University

Discuss with other student leaders the challenges and stress of being in a leadership rolehow to handle being in a leadership position of a media outlet and the stress that comes with being in charge of a staff, as well as what to do when members of staff come to you with their issues. Share your best mental health resources with the group and discuss ways to stay mentally healthy starting into your professional career as well.

4:00pm – 5:00pm B **BEA session: On-Location Top Research-in-Progress Session** Redstone

Moderators: Kathleen M. Ryan

Speakers: George L. Daniels, David Shabazz, Glenda Balas, Lilian Onianwa

Temporal Dissociation and Digital Flow: A Multivariate Model of Cognitive and Affective Predictors of User Engagement Intensity on TikTok; Lilian Onianwa, The University of Alabama

Abstract

This study proposes a multivariate framework for understanding user engagement intensity on TikTok by integrating cognitive and affective predictors beyond traditional motivation-and personality-based models. Specifically, the study investigates the roles of temporal dissociation, digital flow, and emotion regulation in explaining varying levels of engagement intensity on the platform. Drawing from Flow theory and the Limited Capacity Model of Motivated Mediated Message Processing (LC4MP), the research examines how immersive cognitive states and emotion-regulating behaviors influence prolonged or excessive platform use. A quantitative survey design will be employed, using validated instruments adapted to the TikTok context. The findings are expected to offer a nuanced understanding of immersive digital behavior, with implications for platform design, mental well-being, and media effects theory. This study contributes an innovative perspective by advancing the psychological modeling of short-form media engagement through under-explored mechanisms of digital immersion and emotional self-regulation.

Stories of Trauma and Cultural Genocide: Media Representations and the Indian Boarding Schools; Glenda Balas, University of North Texas - Dallas

This rhetorical project investigates the media representations of the Indian boarding school movement in Canada and the United States. Although the Native residential schools are a part of law school curricula, Native American and Indigenous Studies scholarship, and national and regional history instruction, this subject matter is generally understudied in media studies and broadcasting programs. A central goal of this project is the addition of accurate data and analysis to the academic record, focusing on the development and construction of media texts about this movement and its residual effects. The project will also examine the role of Native communities in the construction, delivery, and reception of tribal-centric content about the boarding schools and their impact.

A Critical Analysis of Symbolic Representation of African Americans through Game of Thrones character Theon Greyjoy; David Shabazz, Kentucky State University

The paper will use a fantasy theme analysis to uncover the rhetorical vision of Game of Thrones as it relates specifically to the African American viewers.

The Role of Television News in Collective Memory of Charleston Church Shootings; George Daniels University of Alabama

At the time of this writing, it is just days from the 10-year anniversary of what is now the second deadliest mass shooting at a place of worship in United States History. On June 17, 2015 nine people were killed and one injured in Charleston, South Carolina when a 21-year-old self-proclaimed White supremacist opened fire on those attending a Bible Study at Emanuel African Methodist Episcopal Church, the oldest Black church in the Southern United States. Using discourse analysis, the study offers an analysis of 20 broadcast reports, most of which followed the Charleston shootings at anniversary dates or milestones. They were produced by broadcast networks ABC, CBS and NBC as well as local stations in Charleston and Charlotte, North Carolina. Two reports from BBC and Al Jazeera were International.

4:00pm – 5:00pm	B	**BEA session: The Camera Phone Paradox:** *Speakers: Mike Castelucci, Greg Luft* Many professional videographers and filmmakers are determined to use only the best and most expensive equipment. After all, quality is critical, and image is important when billing for services. Big cameras, tons of add ons and accessories certifies the visuality and investment of a visual creator. But it's not always necessary. Millions of digital creators are using camera phones to produce outstanding content, and there is a middle ground for professional producers who know filmmaking techniques and how to apply those with any sort of gear. Colorado State University Professor Greg Luft will share his ongoing experiences using an iPhone to capture footage for a feature-length documentary on Colorado agriculture, while Michigan State University's Mike Castellucci, a Certified Apple Educator, will discuss how he uses his iPhone for award-winning television storytelling. Both will show their work, and discuss extras that can help in the process.	Aspen A/B
4:00pm – 5:00pm	C	**Cybercast: KLSU, Louisiana State University** Student-hosted broadcast shifts from the convention floor! Tell your friends to tune in and listen here!	Crestone Ballroom (3rd floor)
4:30pm – 6:30pm	P	**Career Fair Mixer** Mix and mingle with recruiters and set up one-on-one meetings for Saturday morning at this casual event.	Atrium Alcove
9:00pm – 10:45pm	S	**Adviser Social** For advisers/instructors/pros only. Join the CBI President, Board of Directors and your peers for snacks and beverages. Location is available from Board members.	Atrium Alcove

[B] BEA [K] Breakout session [M] Meeting [P] Special event

OCTOBER 25 • SATURDAY

9:00am – 10:00am | B | **BEA session: The Broadcast World Under the Trump Administration** | Aspen A/B

Moderators: Kenneth A. Fischer

Speakers: Dom Caristi, Laurie Lee, William Davie

Ever since GOP Commissioner Brendan Carr took over as chair of the FCC, the impact was felt in policy and regulation from areas of intellectual property to First Amendment rights. Carr's roadmap for the FCC's future was signaled in Project 2025, but this administration's involvement goes even further to affect deals like the one between Skydance and Paramount. This panel of media law professors will evaluate the law and policy issues in view of this exercise of executive power.

9:00am – 10:00am | B | **BEA session: Three Case Studies: Preparing Students for Meaningful Community Leadership** | Redstone

Moderators: Glenda Balas

Speakers: Stacey O. Irwin, Adam Kuban

This panel explores how democratic discourse, community problem-solving, leadership, and civic engagement can be fostered through communication courses. Presenters share insights on how their courses have empowered students to gain knowledge, build leadership skills, and develop potential solutions for pressing social issues such as climate change, homelessness, poverty, and mental health challenges among youth. Through these courses in professional communication, web writing, and sports reporting, communication students hone their skills in sports communication, web design, and advanced public speaking. They are encouraged to research issues at local, regional, or global levels, collaborate with community members, and craft communication strategies to raise community awareness. Faculty members' pedagogical approaches have included such areas as advertising strategy and collateral, web development, advanced public speaking, leadership, service learning, reporting, and writing skills.

9:00am – 10:00am | M | **CBI Member Meeting** | Cripple Creek 2 (2nd floor)

Speakers: Anabella Poland

All CBI members (students and faculty/staff) are encouraged to attend our third quarterly membership meeting of 2025. CBI board members will provide updates on the state of the organization and give you an opportunity to share what you want from CBI.

10:00am – 12:30pm | P | **Career Fair One-on-One Meetings** | Crystal Ballroom B (3rd floor)

Students who scheduled time to meet individually with recruiters are invited to the North room for one-on-one conversations.

10:15am – 11:15am | B | **BEA session: New Strategies on Teaching and Researching Diverse Perspectives** | Redstone

Moderators: Stanley Karombo

Speakers: George L. Daniels, Angie Chuang, Alfredo Sanchez, Jaleesa Irizarry

Even though some states have banned the use of the words "diversity, equity and inclusion," media educators are still creating knowledge and preparing students in ways that emphasize diverse perspectives. This panel includes presentations from faculty who have incorporated diversity and inclusion in "new ways" through either their research and/or their teaching. After launching one of the first regional newspaper beats on race and ethnicity issues as an award-winning newspaper reporter, Angie Chuang is now an associate professor of journalism at University of Colorado-Boulder. Chuang recently published American Otherness: News Media Constructions of Identity and Belonging. The nine news media case studies in this new book span the first two decades of this century, bracketed by the 9/11 terrorist attacks and the COVID-19 pandemic. After serving as a news director at Telemundo Denver, Alfredo Sanchez is an associate professor of journalism and media production at Metro State. In addition to starting a third round of students using The HistoryMakers Digital Archive, the largest collection of African American oral histories in the world in two courses this fall, Daniels is the co-editor of the edited volume Covering Communities of Color in Times of Crisis, a collection of writings about ethnic media. Each of these confirmed panelists will talk about their strategies for addressing diverse perspectives in their recent work.

10:15am – 11:15am B **BEA session: The BEA Oral History Project: Best Practices Workshop PART 1** Aspen A/B

Moderators: Stacey O. Irwin

Speakers: Kathleen M. Ryan, Glenda Balas, Tammy Rae Matthews

The BEA Oral History Project is gathering the life histories of BEA members to help celebrate the 75th anniversary of the organization. **In the first of this two-part session, BEA members who are interested in oral history, either to help with this particular project or in general, will learn about the project and how the oral history interview is different from the traditional journalistic interviews. We'll discuss oral history best practices, including release forms, how to develop questions, online v. in person interviewing, and archival practices.** In the second, workshop participants and organizers will conduct an oral history interview with a past president of BEA.

10:15am – 11:15am K **Care and Feeding of Your Alumni** Cripple Creek 1 (2nd floor)

Speakers: John Devecka, Warren Kozireski

Your alumni can be a reservoir of knowledge and help for your current media operation, but only if you choose to use them. This session will help with ideas from initial contact to regular communication, and dive into reunions and a Hall of Fame.

10:15am – 11:15am K **Stragegic Planning for Student Media** Cripple Creek 2 (2nd floor)

Speakers: Greg Weston

Strategic planning is seldom taught but it is a must-have skill for leaders in any field. Every leader has ideas, but few know how to develop realistic plans to accomplish them. In this session, you'll learn how to get your leadership team to work together on setting goals and how to create effective plans to achieve them. This session is for student leaders and advisers/instructors.

10:15am – 11:15am K **Stronger Together: Merging Four Platforms into One Powerful Student Voice** Crystal Ballroom A (3rd floor)

Speakers: Marlie Hansen, Joshua Petersen

Marlie Hansen, Student Executive Director, UteCast, University of Utah

Joshua Petersen, Manager/Adviser, UteCast, University of Utah

In 2021, U Student Media launched UteCast, combining K-UTE Radio with three other audio/video platforms—UStories (human interest), View From the U (video production) and GeekWave (pop culture coverage). The strategy? Publish content exclusively on social media, and train students to create platform-native content that actually resonates with today's audiences.

Four years later, the results speak for themselves: increased cross-platform collaboration, a surge in student interest in broadcasting, and significant audience growth both on campus and beyond. But the journey wasn't without its challenges.

This session will dive into the real successes and hard-won lessons from UteCast's first four years. We'll share what worked, what didn't, and our vision for the future. Most importantly, we want to hear from you—what adaptations has your student media made to stay relevant? Come ready to share strategies and learn from each other's experiences in navigating the evolving media landscape.

10:15am – 11:15am K **We're in the Radio Industry — Ask us Anything** Crystal Ballroom C (3rd floor)

Speakers: Slacker Show

11:30am – 12:30pm B **BEA session: The BEA Oral History Project: Best Practices Workshop PART 2** Aspen A/B

Moderators: Kathleen M. Ryan

Speakers: Stacey O. Irwin, Glenda Balas, Tammy Rae Matthews

The BEA Oral History Project is gathering the life histories of BEA members to help celebrate the 75th anniversary of the organization. This workshop is proposed to run over two consecutive sessions. In the first, BEA members who are interested in oral history, either to help with this particular project or in general, will learn about the project and how the oral history interview is different from the traditional journalistic interviews. We'll discuss oral history best practices, including release forms, how to develop questions, online v. in person interviewing, and archival practices. Depending upon the size of the audience, the workshop may break out into small groups led by each participant. In the second, workshop participants and organizers will conduct an oral history interview with a past president of BEA. If participants are interested, it would be great to set up a break out space where people can conduct interviews after the workshop with other BEA On Location attendees.

11:30am – 12:30pm	B	**BEA session: The Self-Sustaining Filmmaker: How to Crowdsource, Crowdfund and Build An Audience for Your Creative Work** *Speakers: Marty Lang* Any feature film has a ton of challenges, and one of the biggest is usually financing. When Marty Lang set out to make his feature film STAY WITH ME, he had a producing partner, their parent's house to shoot in - and not much else. So he turned to crowdsourcing and crowdfunding to help him get the majority of the resources he needed to make the film. In this workshop, Lang will walk you through the development, pre-production and production of the film, the Seed&Spark crowdfunding campaign he ran to raise post-production funds, and the current state of its distribution as a finished film. You'll learn how to identify your audience, build support for your production, and create a direct connection to the people who can help you make your story a reality. Based on Lang's Routledge/Focal Press book THE SELF-SUSTAINING FILMMAKER: CREATING CROWDSOURCED, CROWDFUNDED AND COMMUNITY-SUPPORTED INDEPENDENT FILM, this workshop will help both teachers and filmmakers how to think about creating visual stories in a whole new way.	Redstone
11:30am – 12:30pm	K	**50+ Low-cost or No-cost Promotions and PR Ideas in 50+ Minutes** *Speakers: Dan Schumacher, Brian Lucas* How do you promote your media outlet? Looking for ideas that have worked for other schools? Bring ideas to the session and take home a few new ones!	Crystal Ballroom A (3rd floor)
11:30am – 12:30pm	K	**Field-Tested Filmmaking: Making Documentaries on Location** *Speakers: Robin Canfield* Learn how to plan, film, and shape short documentaries using the resources you have at hand. You'll discover practical ways to make films happen on location and walk away with the tools and confidence to tell stories that connect. Robin Canfield has been leading media study abroad programs around the world for the last 15 years and is the author of the upcoming field guide "Purpose Driven Documentaries: A Field Guide to Creating Impact."	Crystal Ballroom C (3rd floor)
11:30am – 12:30pm	K	**Lights, Camera, Corporate Live Events!** *Speakers: Megan Timmons* Learn and discuss opportunities for college students looking to begin a career producing live audio/video in a corporate setting, including what skills to develop, where to get hands-on experience, and how to land the job after graduation.	Cripple Creek 2 (2nd floor)
11:30am – 12:30pm	K	**Style Guide Workshop** *Speakers: Quinn Eyman* *Quinn Eyman, Promotions Director, WKNC 88.1 FM HD-1/HD-2, North Carolina State University* *Sarah Hernando, General Manager, WKNC 88.1 FM HD-1/HD-2, North Carolina State University* In this panel, we explain the importance of a media outlet's brand image outside of their primary medium. We will go over setting up a design style guide, social media presence, and leveraging both short and long form content. In today's modern age, many traditional media styles are less consumed, radio especially. It's crucial to take advantage of more popular sources like social media to help redirect people into more classic media outlets.	Cripple Creek 1 (2nd floor)
1:30pm – 2:45pm	P	**National Student Production Awards** CBI salutes the best in student video and audio production during the presentation of the National Student Production Awards. The best in student media is being recognized for their work. Come to see and hear the best in student-produced media and/or to accept your award. Thank you to our summer judges and congratulations to the finalists.	Silverton Ballroom (2nd floor)

NOVEMBER 8 • SATURDAY	
TBA	**Place holder**